How to Build Safety Briefings

Risk and reward

- The good news: effective safety briefings can help prevent mishaps and change people's behavior
- The bad news: ineffective safety briefings can alienate the audience or put them to sleep
- It is hard to throw together a good presentation on the spur of the moment

Five Do's

1. Have a specific purpose for the briefing.
2. Have a clear audience for your information.
3. Get to the point.
4. Create communication products to meet a current need.
5. Use different products for different audiences.

Five Don’ts

1. Don’t imagine that you have a captive audience.
2. Don’t assume everyone cares about what you care about.
3. Don’t offer unrealistic advice.
4. Don’t settle for what is trite and expected.
5. Don’t be boring*.

*This is easier said than done, sorry.

Typical content

- Mishaps
- Trends, data
- Hazard alerts
- Rules, policy
- Anecdotes

Mishaps

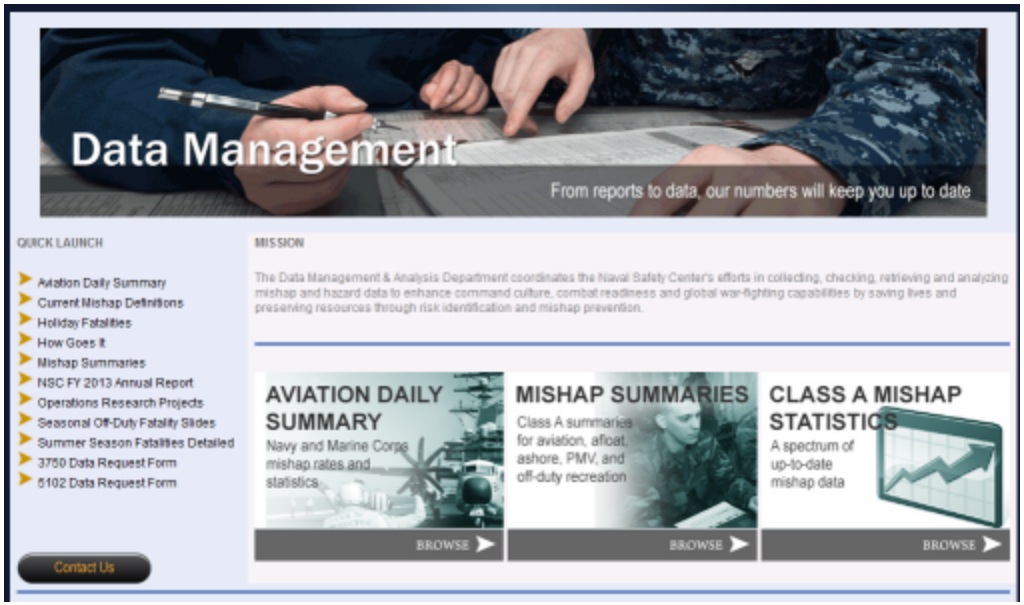
- Talk about actual events – especially local/recent ones
- Don’t just pay attention to Class A and Class B mishaps
- Look at your local statistics for lost days
- Describe and discuss near-misses – prevention techniques are identical

Lessons from Mishaps

- Fight the urge to blame mishaps on the person who got hurt or who did the damage
- Many human errors are the result of systemic issues, including
  - Insufficient training
  - Lack of supervision
  - Conflicting guidance

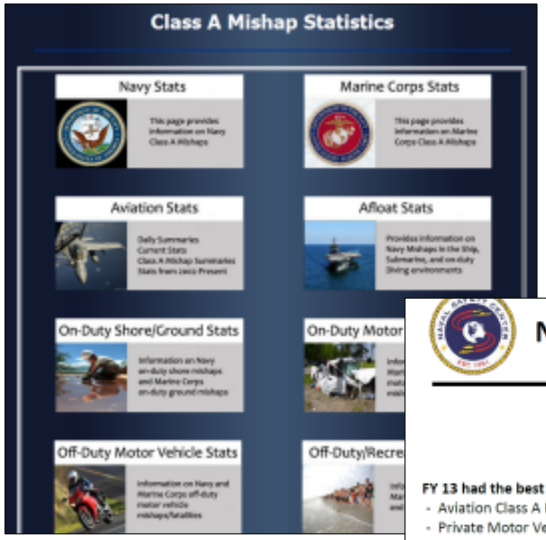
Trends and data

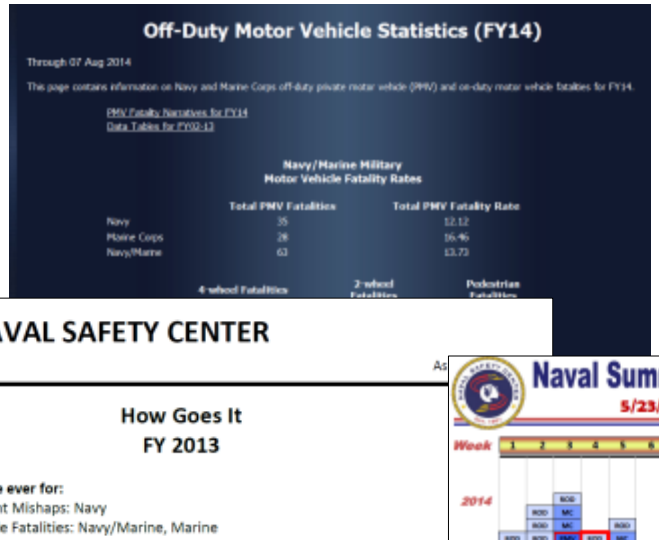
- Service-wide data and trends for serious mishaps is available on the Naval Safety Center website at http://www.public.navy.mil/comnavsafecen/Pages/statistics/index.aspx

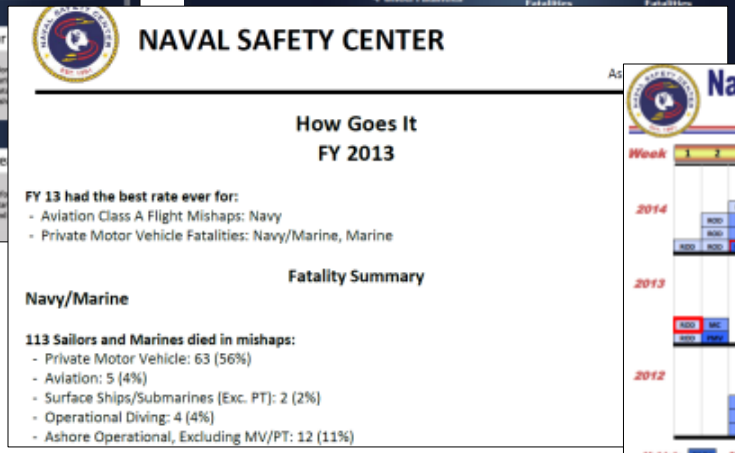


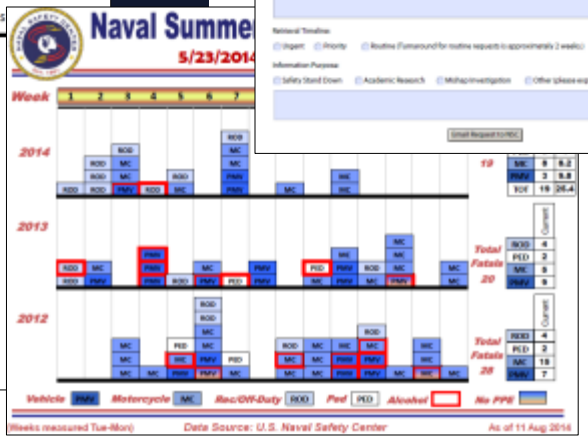
On the NSC statistics pages

- Class A summaries and statistics, data-request forms, seasonal snapshot, trends









Hazard alerts

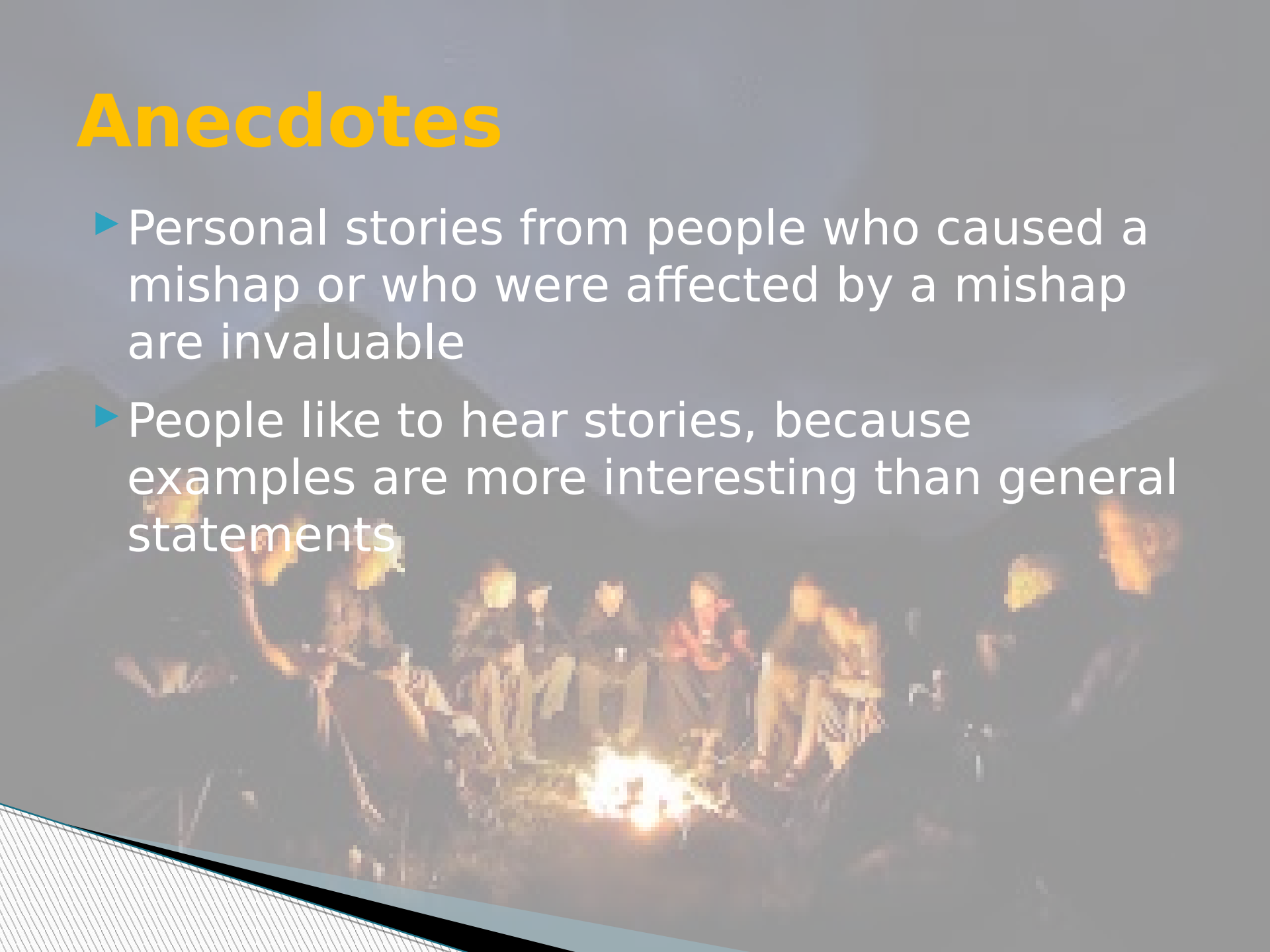
- Remember the ORM saying: “Change is the mother of all risks.”
- Are there any new hazards in your locality and environment?
- New pieces of equipment, unfamiliar tasks and new work processes all bring risks

Rules and policy

- Are new safety-related policies taking effect?
- Do mishaps, near-mishaps, safety surveys or inspections show that personnel aren't following guidance?
- People are more likely to follow the rules if:
  - ✓ They understand the reason behind the rule, and
  - ✓ They know what happens when people break the rule.

Anecdotes

- Personal stories from people who caused a mishap or who were affected by a mishap are invaluable
- People like to hear stories, because examples are more interesting than general statements



Learn your way around the Naval Safety Center web site

- Information
- Topical and seasonal presentations
- POCs
- Training resources
- Media products
- Guidance

http://www.public.navy.mil/comnavsafecen/Pages/index.aspx